

CHAPTER
8
SECTION 2

READING COMPREHENSION

Measuring Public Opinion

3

1. Explain why each of the following is not a reliable way to measure public opinion:
 - a. elections _____

 - b. interest groups _____

 - c. the media _____

 - d. personal contacts _____

2. Are elections mandates? Explain.

3. How is public opinion best measured?

4. What are straw votes, and why are they unreliable?

5. Why did the *Literary Digest* poll of 1936 fail to accurately measure public opinion?

6. Name two of the best-known national pollsters.

7. List the five basic steps in the scientific polling process.
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____

READING COMPREHENSION (continued)

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8. In polling, what is a universe? A sample?

9. Explain the difference between a random sample and a quota sample.

10. Why is the wording of poll questions important?

11. Why is it important that interviewers be carefully trained?

12. List five questions you should be asked when evaluating a poll.

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

13. Name and explain the three aspects of opinions that are difficult to measure.

- a. _____
- b. _____
- c. _____

14. What is the “bandwagon effect”?

15. Is it true that government in the United States is “government by public opinion”? Explain.
